



[www.delimeats.ie](http://www.delimeats.ie)

## Company

Established in 1980 by Leo and Martin Walsh, Delicatessen Meat Supplies has grown to become a recognised leading provider of Quality Delicatessen Supplies to the Retail, Catering and Food Service Sectors. Through their dedicated team of 30 staff, their objective is to provide their customers with the best products and best customer service for their business. Delicatessen Meat Supplies operates from a 25000sq.ft in West Dublin. The facility is strategically located along the M50 corridor and is designed to cater for chilled, frozen and ambient storage.



## Challenge

Previously Deli Meat processed customer orders in the traditional paper based way. Drivers went out with a docket book each day and filled in the quantities onto the docket book and new products were hand written onto the docket and then keyed into the accounts system at the end of each day. Any orders that the drivers took out on the road would have to be phoned into the office, where the office staff would then write these down on a paper and then hand them into the stores to create a picking list.

## Solution

The screenshot shows the OutTrak Dashboard Viewer interface. It includes a navigation menu on the left with options like 'Activity Analysis', 'Drivers Logged On', 'Total Orders', 'Completed', 'Not Delivered', 'Outstanding', 'Orders - LAB...', and 'Tracks - CR - D - MOU...'. The main area displays an 'Order List' with columns for 'Seq No', 'Mobile Code', 'Status', 'Customer Code', 'Customer Name', 'Item', 'Amount', 'SP', 'Status', and 'PDF'. Below the order list, there are sections for 'Colours', 'Stock List', and 'Payment List'. The 'Stock List' table is partially visible below.

Stock Code	Description	Quantity	Allocated	Unallocated	Delivered	Type	Amount
DRIN	DRIN	100	0	100	0	Cash	270.00
GRV VIL	GRV VIL	3000	3000	0	0	Change	150.00
MRSE	MRSE	7070	3000	4070	1100	Credit Card	0.00
PUMP OUT	PUMP OUT	-1	0	-1	0	Debit Card	0.00
						Total	1129.00

Today Deli Meat has advanced the way they process their orders using the OutTrak handheld system. The system allows Deli Meat drivers send in orders during the day to Deli stores to auto generate a picking list for each van. The OutTrak system has allowed Deli Meat drivers do Invoicing on the road, Print A4 dockets using Bluetooth, Generating picking list instantly for the store manager in the warehouse and also allowing sales staffs view each shop history. The OutTrak Dashboard Viewer allows office staff have Real-Time visibility over stock and the

orders in the field and this helps staffs know the level of stock a van should contain, giving them full stock control.



At the point of delivery all orders are processed on the hand held computer and the customer is invited to sign the screen. The customer is presented with an accurate printed delivery invoice and within one minute an exact electronic pdf copy is sent back to the dashboard as a POD. These are stored electronically in conjunction with the invoice in the back office system for further distribution or recall. So on a daily basis Deli Meat management have all delivery information back in the sales ledger ready for

posting; eliminating any administration errors and they get the invoices out quicker which results in getting paid quicker.

## Benefits

Deli Meat has been able to carry out their orders using an automated process powered by the OutTrak system and thereby eliminating paper work. The system allows drivers have an electronic signed POD of every Sale, Return and Credit note. Every stock item that leaves the van at point of sale is scanned in using the mobile handheld system. This gives Deli Meat full traceability over where every stock item has gone and also has an immediate response if ever a product recall is needed.



Implementing the OutTrak system, [www.outtrak.com](http://www.outtrak.com) Deli Meat have been able to up the delivery capacity of it's van fleet by 22% and also reduce the time it took to receive payment from five days to three days by giving documentation at the point of delivery.

*"OutTrak significantly increased our workers productivity and helped make substantial financial savings throughout the organization"* said **Sean Casey – Operations manager – Deli Meat**

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